

# $\Lambda$ GO $\Lambda$

# AGOA MLM BUSINESS GUIDE

2nd V - August 2021 - English



#### Welcome letter from our CEO & Co-founder

It's a great honor for me to lead and serve this great company. There'll never be enough words of appreciation for the enormous number of people who have placed their trust in us by joining our model and sharing our vision of the world.

Who am I? My name is Gregorio Giarrusso and I'm 60 years old. I've been married for more than 25 years and I have 3 children. My family and life experiences have become the epicenter of much of what we have built at AGOA - a company made from and for families. Those who know me would say that I'm a creative person with a strong entrepreneurial spirit. After building a successful professional career over more than twenty years in MLM Industry, in which I led some of the most prominent multilevel marketing (MLM) companies worldwide, I gave myself the opportunity to capitalize on all of my knowledge and to use it to create my own MLM consulting firm, where I advised a vast number of companies in Latin America and the United States. Next came the desire to take all of this knowledge to another level and it was then when I accepted the invitation from Rafael Mendoza in partnership with Eduardo Schlottman to form the dream team that would develop the most innovative multilevel marketing company in recent decades.

Why am I here? I'm here for the same reason that most Independent Business Owners join AGOA, and that is to change people's lives. Perhaps that might sound somewhat ambitious, but reality shows that this is already happening as there are thousands of stories from Independent Business Owners who have made a radical change to their lives and who, thanks to their own effort, are fulfilling dreams they never imagined they could achieve.

The world has changed and these changes mean that we also need to change our behavior and our way of living when faced with this new reality. This is what we're proposing at AGOA - a disruptive model that transforms people's lives and aims to help them achieve their best.

We are the only ones who can harness the power of software and channel it through devices and services that really empower each individual and each organization. We are the only company with a history that is continuously focused on building platforms and ecosystems that create great opportunities.

Why are we different? First of all our DNA is full MLM 100%. Because our view of the world is different. Because our Company was designed with our Entrepreneurs in mind. Because we believe that multilevel marketing is not something done but it is something lived and felt. Each member of the AGOA Community is a key and fundamental piece in the construction of this Company.

Haven't you started to build your future yet? It's never too late! Here we're going to share the secret recipe of how you can do it is steps: DREAM to CHANGE, CHANGE to SUCCEED, SUCCEED to LIVE, and LIVE to LOVE.

Gregorio Giarrusso | CCO & Co-Founder AGOA

# ¿Who are we?

AGOA is a Multilevel Marketing company that sells products in 3 types of categories: (1) Household goods, (2) Nutrition and wellness, (3) Personal care.

#### Where did AGOA come from?

AGOA came from the merger of a multidisciplinary team with vast experience in "Independent Business Owners" and the multilevel marketing industry. Our company has developed cutting-edge technologies which aim to bring the business and its products to each household all over the world.

### **Mission and Vision**

At AGOA we empower people and help them build their own business. Together with our Independent Business Owners, we try to transform people's lives so that they can live fuller lives.

### AGOA and its three cornerstones

- Our Independent Business Owners are our reason for being.
- Our products make life simpler and healthier.
- Our Business model inspires people by rewarding their effort and transforming their lives.

# The AGOA community stands out because of its ten values:

We are **RESPONSIBLE:** We keep all of our commitments.

We are **PASSIONATE:** We give everything to fulfill our dreams.

We are **RESULTS-ORIENTED:** We put all our energy into achieving our objectives.

We are **COLLABORATIVE:** We help each other.

We are **OPEN:** We openly seek the thoughts of others.

We are **PROACTIVE:** We always try to be one step ahead.

We are **PERSEVERING:** We know that things simply take time and effort.

We are **HONEST:** Transparency is in our DNA.

We are a **TEAM:** We believe that the whole is greater than the sum of its parts.

We are **RESPECTFUL:** We treat others how we like to be treated ourselves.

# Why is AGOA the best option in Multilevel Marketing?

AGOA is an unbeatable option because it brings together a comprehensive offer of multiple product categories and, in turn, it provides an excellent Multilevel Compensation Plan, which allows you to earn a lot more money, prizes and recognition in much less time.



# SOURCE OF INCOME

Income from your Personal Sales of each AGOA product

# SOURCE OF INCOME

Income from the formation of your Multilevel Marketing Network including Personal, Group and Total Sales

# SOURCE OF INCOME

Income from your Incentives, Recognitions and Awards

02



# Below are the categories that make up our product portfolio:







AGOA HOME, where you can find a wide range of household goods:

- Water filters
- Cookware
- Home products



**WELLNESS** 



HOVEN offers a line of supplements which help you get back to your best.

- Hydrolyzed collagen
- Hair, skin and nails
- Multivitamins
- Immune system booster
- Weight loss
- Sleep conciliator



# PERSONAL CARE



UME is your best ally for everything connected with personal care. Out of its main products, we can highlight the facial care and hair care lines.

UME and AGOA HOME expected to be launched in January and October 2022 respectively.



# AGOA Multilevel Compensation Plan

You will be compensated in 3 different ways at the same time:

- 1. Income from the Personal Sales of each AGOA product during the month.
- 2. Income from the formation of your Multilevel Marketing Network, including your Personal, Group and Total Sales.
- 3. Income from your additional Incentives, Recognitions and Awards.
  Our AGOA Multilevel Compensation Plan has 14 Qualification Ranks distributed into 6
  Leadership Levels, in which the following minimum requirements must be met:



#### Personal Volume:

The minimum Personal Volume required per monthly sales cycle is 200 personal points. (This is the same for all of the qualification ranks).



## **Group Volume:**

Generational volumes are for Silver Ranks or higher.



### **Total Volume:**

Each Qualified Rank requires a minimum number of Qualified Active Lines and there is a Volume Percentage restriction for each Qualified Active Line (Maximum Volume per Qualified Active Line) depending of the Rank to achieve in the current month, which must be taken into account to reach the Total Volume required by the Qualification Rank of the monthly sales cycle.



# Rank Levels

Generational volumes are for Silver Ranks or higher.

# **Table of Qualification Rank requirements**

Leadership levels	1		2		3		4		5			6			
	*	**	*	**	*	**	*	**	*	**	***	*	**	***	
Ranks	Bronze	Silver	Gold	Ruby	Jr Executive	Executive	Jr Entrepreneur	Entrepreneur	Platinum	Double Platinum	Triple Platinum	Diamond	Double Diamond	Triple Diamond	
Ranks abbreviation	BRN	SLV	GLD	RBY	JEX	EXE	JEN	ENT	PTN	2PT	3PT	DMD	2DM	3DM	
Personal Volume (PV)	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
Total Volume (TV)	600	2.000	4.000	6.000	8.000	10.000	18.000	34.000	66.000	130.000	258.000	500.000	1.000.000	1.500.000	
Qualified Active Lines (QAL)	1	2	3	3	4	4	5	5	6	6	6	7	7	7	
Maximum Volume per QAL(%)	100%	50%	50%	50%	40%	40%	40%	40%	30%	30%	30%	20%	20%	20%	
Maximum Volume per QAL (Points)	600	1.000	2.000	3.000	3.200	4.000	7.200	13.600	19.800	39.000	77.400	100.000	200.000	300.000	

Note: The maximum volumes of points allowed by Lines of Sponsorship are calculated for each frontality and all their network (This is called Sponsorship Line, Leg or Multilevel Leg). These maximum volumes are required in AGOA for multilevel anti-stacking practice by tier levels. In turn they are part of the computed volume required for the final qualification of each rank. If a line of sponsorship exceeds in its total volume the volume computed for a given rank, the maximum volume to compute for that same rank will always be taken, added to the other lines of sponsorship and their computed volumes, and so on for each lower rank in case of not reaching a certain eligible rank for the sales cycle (month).

# Source of Income 1

# Earnings from reselling products

One of the best resale margins for selling each category of AGOA products in Direct Selling.

Leadership levels	1		2		3		4		5			6		
	*	**	*	**	*	**	*	**	*	**	***	*	**	***
Ranks	Bronze	Silver	Gold	Ruby	Jr Executive	Executive	Jr Entrepreneur	Entrepreneur	Platinum	Double Platinum	Triple Platinum	Diamond	Double Diamond	Triple Diamond
Ranks abbreviation	BRN	SLV	GLD	RBY	JEX	EXE	JEN	ENT	PTN	2PT	3PT	DMD	2DM	3DM
Discount applied to retail price All Categories	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Sales bonuses (Personal Volume): From 200 to 399 points per month From 400 to 599 points per month From 600 to 999 points per month From 1,000 to 1,999 points per month From 2,000 to 3,999 points per month From 4,000 or more points per month	USD 4 USD 12 USD 24 USD 50 USD 120 USD 280													

All Starter Kits - Business Pack 200/400/600 have a one-time Source 1 discount of 50% instead of standard 30%.

In all of the categories



You always earn a fixed 30%

discount on the retail price

No minimum products of purchases is required to obtain the "fixed" discount for each category.

In all of the categories you can earn up to an additional 7% (US\$ 280.00) for your personal sales in each monthly cycle.





# Source of Income 2

### **Earnings from the Multilevel Compensation Plan**

Share your AGOA Business with other people, form your own Direct Selling teams through Multilevel Marketing Networks and win fabulous cash bonuses.

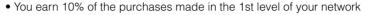
Leadership levels	1		1 2		2 3		4		5			6		
	*	**	*	**	*	**	*	**	*	**	***	*	**	***
Ranks	Bronze	Silver	Gold	Ruby	Jr Executive	Executive	Jr Entrepreneur	Entrepreneur	Platinum	Double Platinum	Triple Platinum	Diamond	Double Diamond	Triple Diamond
Ranks abbreviation	BRN	SLV	GLD	RBY	JEX	EXE	JEN	ENT	PTN	2PT	3PT	DMD	2DM	3DM
Personal Volume (PV) Total Volume (TV) Qualified Active Lines (QAL) Maximum Volume per Qualified	200 600 1	200 2.000 2 50%	200 4.000 3 50%	200 6.000 3 50%	200 8.000 4 40%	200 10.000 4 40%	200 18.000 5 40%	200 34.000 5 40%	200 66.000 6	200 130.000 6 30%	200 258.000 6 30%	200 500.000 7 20%	200 1.000.000 7 20%	200 1.500.000 7 20%
Active Line (%)  Maximum Volume per Qualified Active Line (points)	600	1.000	2.000	3.000	3.200	4.000	7.200	13.600	19.800	39.000	77.400	100.000	200.000	300.000
Unilevel 1st level Bonuses 2nd level 3rd level up to infinity	10% 5%	10% 5% 2%	10% 5% 2%	10% 5% 2%	10% 5% 3%	10% 5% 3%	10% 5% 4%	10% 5% 4%	10% 5% 5%	10% 5% 5%	10% 5% 5%	10% 5% 6%	10% 5% 6%	10% 5% 6%
1° 2° 3° 4° Break Away 5° Generation 7° Bonuses 8° 9° 10° 11° 12°			3%	3% 2%	4% 3% 2%	4% 3% 2% 1%	5% 4% 3% 2% 1%	5% 4% 3% 2% 1% 0,5%	6% 5% 4% 3% 2% 1% 0,5%	6% 5% 4% 3% 2% 1% 0,5%	6% 5% 4% 3% 2% 1% 0,5% 0,25%	7% 6% 5% 4% 3% 2% 1% 0,50% 0,25% 0,20%	7% 6% 5% 4% 3% 2% 1% 0,50% 0,25% 0,20% 0.15%	7% 6% 5% 4% 3% 2% 1% 0,50% 0,25% 0,20% 0,15% 0,10%
Success "Pool" Bonus							Pool 1%	Pool 1%	Pool 1%	Pool 1%	Pool 1%	Pool 1%	Pool 1%	Pool 1%
Market Pioneers Extra Pool Bonus							Extra Pool 1%	Extra Pool 1%	Extra Pool 1%	Extra Pool 1%	Extra Pool 1%	Extra Pool 1%	Extra Pool 1%	Extra Pool 1%

Important: In AGOA one Point equals 1 US\$ (United States Dollar) of AGOA Independent Business Owner price list free of tax. Each of the products have Value in Points which are associated with the current price list and Business Value, reported in the AGOA Independent Business Owner Price List that we distribute every month. This useful tool will help you calculate your bonuses for Source 2 of income.

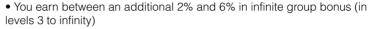
Earn important percentages on the Personal and Total Sales of your entire organization, made up of Multilevel Direct Selling teams, improving the results in their development and productivity and consolidating the Qualification Ranks that you achieve in your AGOA Multilevel Marketing Network and keep over time.

### Α

### Bonuses for the Levels of your own Group or Generation Zero:







All of the bonuses are calculated by the **DYNAMIC COMPRESSION** of the network, each month, which ensures you ALWAYS earn Unilevel 1 and 2 bonuses if you have AGOA IBO with positive Points in your dowlines, without depending on the position of the reference sponsorship.

#### В.

### **Break Away Bonuses for your Generations:**



- Between 0.1% and 7% per descending generation.
- Up to 12 Generations
- Unique in the market of our sales categories!

#### Success "Pool" Bonus:



We distribute 1% of the Business Value (commissionable Net Sales) globally in all market among all of the AGOA Business Owners who have reached a certain Leadership Qualification Rank of 4, 5 and 6, regardless of whether they are in the market with their Multilevel Marketing Networks or not. Participations: JEN: 1 / ENT: 2 / PTN: 4 / 2PT: 8 / 3PT: 16 / DMD: 24 / 2DM: 36 / 3DM: 54

#### "Extra Pool" Bonus for Founders or Market Pioneers:



We distribute an additional 1% of the Business Value (commissionable Net Sales) at the market level among all new AGOA Business Owners who have reached a certain Qualification Rank in the first 12 months at each opening of a new market. Participations: JEN: 1 / ENT: 2 / PTN: 4 / 2PT: 8 / 3PT: 16 / DMD: 24 / 2DM: 36 / 3DM: 54

All percentage earnings of A, B, C and D are calculated on the Commissionable Value or Business Value for each product sold.



# Source of Income 3

## Earnings from the Additional Incentives, Recognitions and Awards Program

This fabulous program is an annual program additionally added to Income Sources 1 and 2.

Leadership levels	1		2		3		4		5			6		
	*	**	*	**	*	**	*	**	*	**	***	*	**	***
Ranks	Bronze	Silver	Gold	Ruby	Jr Executive	Executive	Jr Entrepreneu	Entrepreneur	Platinum	Double Platinum	Triple Platmum	Diamond	Double Diamond	Triple Diamond
Ranks abbreviation	BRN	SLV	GLD	RBY	JEX	EXE	JEN	ENT	PTN	2PT	3PT	DMD	2DM	3DM
Fast Start Bonus														
Starter Kit - Business Pack 200 Starter Kit - Business Pack 400 Starter Kit - Business Pack 600	USD 10 USD 50 USD 100													
*Multi-Sponsor Bonus - Get an extra 10% on the Fast Start Bonus in case you have sponsored 2 or more AGOA IBO with Starter Kit - Business Pack 200/400/600	<b>~</b>	<i>y</i>	<i>y</i>	٠ ٧	٠ ٧	<b>y</b>	<i>'</i>	<b>~</b>	<b>~</b>	<b>y</b>	~ ~	٠ ٧	<i>y</i>	~
**Mirror Bonus  Sponsorship Pool Bonus (only for leadership levels 3, 4, 5 and 6)	·	<u> </u>	Y	Y	Pool 5%									
***Early Activation bonus	~	~	~	~	~	~	~	~	~	•	•	~	~	
Rank Achievement Bonus	USD 20	USD 40	USD 60	USD 125	USD 250	USD 500	USD 1.000	USD 2.000	USD 4.000	USD 8.000	USD 16.000	USD 24.000U	SD 36.000U	SD 54.000
Local trip for personal productivity (Club 600)	600 Points													
International trip for Ranks recurring performance					Constancy 9	Constancy 9	Constancy 6	Constancy 6	Constancy 3	Constancy 3	Constancy 3	Constancy 1	Constancy 1	Constancy 1
AGOA Car Bonus									Car 1 Constancy 9	Car 2 Constancy 9	Car 3 Constancy 9	Car 4 Constancy 6	Car 5 Constancy 3	Car 6 Constancy 1
										AUDI Club		Me	ercedes Benz Clu	b

<sup>\*</sup> Multiple Starter Kit - Business Pack Bonus: If you sell 2 or more starter kits in the cycle we add an extra 10% to the Fast Start Bonus.

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Fast Start Bonus - New AGOA IBO Sponsorships:

You can earn US\$ 10, US\$ 50 and US\$ 100 immediately, depending on the AGOA Starter Kit - Business Pack 200/400/600, acquired by each new AGOA IBO sponsored by you in the same month. The only condition is that AGOA IBO sponsor is active in the cycle and had 200 personal points or more. Additionally, you can earn a Multipack Business Bonus of 10% for all of your Fast Start Bonuses if you sponsor 2 or more AGOA IBOs with Starter Kit - Business Pack 200/400/600 in the same month.

В



Fast Start Bonus - Sponsorship Pool:

Additionally, we distribute 5% of all of the Starter Kits Net Sales among all of the AGOA IBO who have reached a Leadership Qualification Rank of 3, 4, 5 and 6 (Junior Executive or higher) in the same month. This is paid based on the participation according to the rank. Participations: JEN: 1 / ENT: 2 / PTN: 4 / 2PT: 8 / 3PT: 16 / DMD: 24 / 2DM: 36 / 3DM: 54

C.



Bonus for reaching a Qualification Rank:

You can earn between US\$ 20 and US\$ 54,000 immediately in the month you reach a new Qualification Rank. This bonus is paid only once for reaching a Rank. If more than one Rank is reached in the same cycle, it is paid cumulatively.

**D**. –

Bonuses and Awards for Qualified Activities:



Mirror Bonus: We have a special award if you and your downline match 200 points or more in the first five cycles of each new AGOA IBO.

Early Activation Bonus: If any new AGOA IBO manages to obtain 200 additional personal Points to the Points won with the purchase of Starter Kit - Business Pack 200/400/600 in the first two cycles, win an extra Bonus of US\$ 20.

F



Local Trip - Club 600 or higher:

Each calendar year, the Top 50 AGOA IBO who achieve and maintain a record of 600 Personal Points or higher in nine cycles of the year (months), or reach a certain volume of Personal Points in the year (more than 7,200 points) will win a local trip to the destination announced for that year.

**F.** 



International Trip - Leadership Seminar:

Each year, Leadership Level Ranks 3, 4, 5 and 6 (Junior Executive or higher), based on their constancy of qualification record in the year, will earn an international trip to the destination announced for that year.

G.



AGOA Car Bonus:

Each calendar year, Leadership Levels of Rank 5 and 6 achieved (Platinum or higher) and maintained the same constancy of qualification in the year, will earn the exclusive use for one year of an AGOA car, of the advertised makes and models for that year.

<sup>\*\*</sup> Mirror Bonus: We have a special award if you and your downline match 200 points or more in your first five cycles (months).

<sup>\*\*\*</sup> Early Activation Bonus: If any new AGOA IBO manages to obtain 200 additional personal Points to the Points of the purchase of Starter Kit - Business Pack 200/400/600 in your first two cycles (months), win an one time extra Bonus of US\$ 20.

# **AGOA ACADEMY**

In terms of education, AGOA is at the same level as the largest Multilevel Direct Selling companies worldwide, giving each of its AGOA IBO the possibility to train as true professionals in Multilevel Marketing, completely free of charge, covering the teaching of the 5 Golden behaviors of the MLM industry:



Our 3 cutting edge, world-level, teaching and learning methodologies:



Training in Face-to-Face Workshops (with professional trainers from the Multilevel Marketing Industry and the area of Network Marketing Leadership).



Training through Digital Workshops (webinar style courses on different platforms with professional trainers from the Multilevel Direct Selling Industry and the area of Network Marketing Leadership).



Training through E-Learning Platforms (with videos, info videos, gaming, etc.) in a Multilevel Netflix style (Available 7 days a week for 24 hours a day).

Our objective is to complement and improve the skills of AGOA IBO in four areas of the AGOA Business: 1 - Products, 2 - Sales, 3 - MLM Business and 4 - Personal Growth and Leadership to achieve loyalty in the medium and long term:

- Products: You will acquire knowledge on each category and each of the AGOA products:
  - Product attributes and benefits
  - Product functionalities / Healthy recipes
  - Performance of AGOA products versus those of the competition
  - Benchmark analysis and new industry trends
- 2 Sales: Techniques to increase Personal Productivity:
  - How to manage the product catalog and sales categories
  - How to be successful in demonstration meetings (with and without hosts)
  - How to use social networks in my favor for multilevel e-commerce sales



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ACADEMY



- MLM Business: How to be a professional networker in MLM:
  - The 4 key indicators of the modern multilevel industry to be able to duplicate and multiply the business.
  - Prospecting techniques for AGOA Independent Business Owners and registered and preferred customers.
  - How to make a presentation of the AGOA Multilevel Business.
  - Productive sponsorships in the AGOA multilevel business.
  - How to improve my activity and retention rate in the AGOA MLM.
  - Building a solid AGOA Business and one that suits you.
  - How to make cold calls for the multilevel business and on social networks.
- Personal Growth and Leadership: How to become a true networker and MLM business professional:
  - Multilevel business school for leadership.
  - Financing your multilevel business.
  - How to manage your emotional intelligence in a multilevel business.
  - The 10 habits of successful multilevel business leaders.
  - How to tolerate frustration in a multilevel business.
  - Good practices of a modern multilevel business.
  - How to use my public statements as a tool for building multilevel selling networks.
  - How to build your own personal multilevel brand.
  - Ontological coaching with content on how to be protagonists of change.



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At AGOA we are committed to your development as a successful AGOA IBO and we will always accompany you on the road that leads you to fulfilling all your dreams.

Would you like more information? Contact us or visit our social networks to learn more about the wonderful world of AGOA.

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